SUMMARY:

Slide 1

Hello my name is Edis Aydin and I will talk to you today about a transnational corporation which is called Moet Hennesy and Louis Vuitton.

Slide 2:

First of all I would like to tell you a couple of words about LVMH and what I will talk to you about during this presentation.

LVMH Moët Hennessy • Louis Vuitton S.A., better known as LVMH, [multinational](http://en.wikipedia.org/wiki/Multinational_corporation) [luxury goods](http://en.wikipedia.org/wiki/Luxury_good) [conglomerate](http://en.wikipedia.org/wiki/Conglomerate_(company)) originated in France and [headquartered](http://en.wikipedia.org/wiki/Corporate_headquarters) in [Paris](http://en.wikipedia.org/wiki/Paris). Bernard Arnault is the major shareholder and is the CEO of LVMH as you can see in the picture on the left hand side. Owning more than 60 subsidiaries LVMH is positioned as one of the greatest transnational corporations on our planet. Today I will talk to you about the profits of LVMH and subsidiaries, it has been affected by the crysis, how did the corporation grow, how does LVMH do their branding, how do they advertise, and I will talk to you about how it is beneficial to society.

Slide 3

These are some of the subsidiaries in the category of Wines and Spirits that the corporation owns. Some very famous companies of wines and spirits are part of the LVMH corporation, like Dom Perignon one of the most luxurious champagnes, Moet Chandon, Belvedere, chosen the world’s second finest vodka, Veuve Clicquot and Krug.

Slide 4

LVMH profits from the fashion and leather goods the most with a revenue of 7,581 million euros, or 7 billion 581 million euros at the end of the year of 2010, the fashion and leather wares are at the top of the list, including some of the fashion giants such as: Louis Vuitton, Christian Dior, Marc Jacobs, Fendi and many more as you can see.

Slide 5

Perfumes & cosmetics have usually around the same amount of revenue as the wines and spirits category, with wines and spirits bringing in 3,261 millions of euros and perfumes and cosmetics bringing in 3,076 millions of euros at the end of 2010, however in the first half of the year of 2011 wines and spirits was able to have a 1,435 million euro revenue whereas perfumes and cosmetics had a 1,518 million euro revenue.

Slide 6

With the fewest number of companies in the Watches & Jewellery sector, it is the sector which brings in the least amount of money for the giant corporation, although it bringst he least amount of money the companies such as Hublot De beers and Bvlgari are very well known around the globe and have branded themselves successfuly.

Slide 7

This is a chart of the financial highlights of the corporation with data from the past two years and half of this year. As we can see the their revenue have been increasing every year, in 2009 from 17,053 millio euros to 20,320 million euros in 2010. The first half of 2011 seems to have made a greater income than the last years first half with a difference of around 1000 million euros, from the trend in the data we can see that there always seem to be more revenue in the second half of the year, so if it also applies to this years second half LVMH will be able to increase their total revenue once more.

Slide 8

This is a chart which shows the amount of revenue by businuess group. Here you can see a bit clearer on what sectors make how much amount of money. As we can see from the graph there is an increase of at least 10% in each sector from the first half of 2010 to 2011, it is obvious that the corporation is growing rapidly and becoming economically greater than ever before every year. The corporation was not greatly effected by the crisis since it is based solely on luxury goods. They are able to keep the same prices as they always had because of the trust that was built to the people, and because of the great quality of the products. Therefore the corporation was able to sustain itself and expand without any considerable problems.

Slide 9

Here we have a chart which shows us how many stores the corporation has by regions. As we can see, the corporation has hundreds of stores almost all around the world, mostly in the united states europe and asia the giant corporaton has a total number of 2,729 stores.

Slide 10

The headquarters of the corporation are in Paris France, all of the fashion and leather goods are either manufactured in Italy, Spain or France. Most of the vines and spirits are manufactured in france if not in france then in poland or the united states. All of the jewelerry is made in Switzerland, Italy and France. As you've seen earlier their stores are located mostly, in Europe, the united states and asia. with more than 2,500 stores on the planet.

Slide 11

the corporation has branded its companies and itself by having commercials all up in the internet and on the tv channels. Other than that their companies such as the watchmaker Hublot, has made special limited edition watches for football clubs such as Manchester United, and has made watches for specific countries which helped them to commercialize vastly. The brand louis vuitton has taken part in sponsoring art museums around europe and it has been greatly effective until now, sponsoring museums also indicates how luxurious the brand is, and it is also greatly valued by the people if a great brand such as louis vuitton sponsors public museums. Now i will show you a short video of an example of how the corporation advertises itself by working together with foreign companies.

Slide 12

The corporation has great benefits to us and society, it benefits us because if we want to purchase good quality luxurious products, we know that we can go to the companies of LVMH corporation and have a good purchase, because unlike other brands and corporations LVMH does not produce any of its products for cheap in Asia, but it produces all of the products in either Europe or in the United States. Since they are producing only in Europe and the United States, it greatly helps out the economy of both of the regions, giving more jobs, increasing the investments and creating more competition. The only reason why LVMH would be unbeneficial for us would be because of its alcoholic products which are unhealthy and can lead to various consequences, but even though alcohol is an unhealthy product it is always the consumers choice to intake alcohol, LVMH does not force anyone to drink alcohol, so we can not really say that LVMH has any harms to society and to us.

Bibliography:

http://www.adbrands.net/fr/lvmh\_fr.htm

http://www.lvmh.com/

http://www.reuters.com/finance/stocks/overview?symbol=LVMH.PA

http://en.wikipedia.org/wiki/LVMH

http://finance.yahoo.com/q?s=MC.PA